ABSTRACT: A guided tour system. Tour data including a plurality of item of interest are stored in a memory array. A user interface allows a user to select a particular tour of interest. The system determines a current location by means of a GPS receiver and along with the selected tour data, a direction and distance to the item of interest is calculated. The direction and distance information is display to the user to aid in directing the user to the item of interest. Once the user arrives at the item of interest, information regarding the item of interest is displayed. A next item of interest is similarly processed until the tour is completed.